

THE EFFECT OF HALAL LABEL, HALAL AWARENESS, FOOD INGREDIENTS, ADVERTISING AND PURCHASE INTEREST ON THE DECISION TO BUY “SAMYANG NOODLES” (STUDY ON UNIVERSITIES STUDENTS IN MALANG CITY)

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ABSTRACT

Viewed from an Islamic perspective, the concept of halal is vital for a Muslim. This is indicated by the number of requests for halal products that already have a Halal certificate. Although each Muslim consumer has different levels of compliance with sharia depending on the level of religiosity, in general, Muslim consumers will have a positive attitude towards products that use a halal approach in their marketing process. This study aims to examine the direct and indirect effects of the halal label, halal awareness, food ingredients, advertising, and purchase interest on the decision to buy Samyang noodles. The sample in this study was 200 college students in Malang. The analysis technique uses descriptive data, and path analysis was applied from multiple linear regression analysis. In this study, it can be concluded that there was a significant positive effect of the halal label on purchase intention. There was a significant positive effect of halal awareness on purchase intention. There was a significant positive effect of food ingredients on purchase intention. There was a significant positive effect of advertising on purchase intention. There was a significant positive effect of the halal label on buying decisions. There was a significant positive effect of advertising on buying decisions. There was a significant positive effect on buying interest in buying decisions. Meanwhile, the indirect relationship states that: There was no effect of halal awareness, food ingredients, and advertisements on purchasing decisions through purchase intention.

Keywords: Halal Label, Halal Awareness, Food Ingredients, Advertising, Purchase Intention, and Purchase Decision

INTRODUCTION

Investment in the food and beverage sector in Indonesia is predicted to remain vibrant in 2018. Data from The Nielsen Company Indonesia shows an increase in consumer spending by 34% for food and beverages this year. Meanwhile, the Indonesian Shopping Center Tenants Association (Hippindo) said that the growth of food and beverage trends until August 2017 reached 10% or broke through double digits (Pratomo, 2018).

Halal certification is a guarantee of safety for Muslims to be able to consume a product. This halal certification is evidenced by the inclusion of a halal logo on the product packaging (Aziz & Vui 2013). In general, the halal approach in the marketing process of a product can also neutralize the negative image that Muslim consumers associate with a product (Salehudin & Lutfi, 2012). Therefore, for researchers, it is time to study what are the factors and efforts that must be considered in influencing Muslim consumer purchase intentions in more detail and depth so that the results can strengthen Indonesia's position in the halal product market. A study found that McDonald's in Singapore experienced an increase in the number of visits by 8 million visits after obtaining halal certification. Meanwhile, KFC, Burger King, and Taco Bell also experienced a 20% increase in sales after they obtained halal certification (Lada et al., 2009).

Halal awareness is the level of knowledge possessed by Muslim consumers to seek and consume halal products under Islamic law (Shaari & Arifin 2010). Muslim awareness is marked by knowledge of the process of slaughtering, food packaging, and food hygiene according to Islamic law. Research conducted by (Yunus, et al. 2013) states that the halal awareness of a Muslim has a significant effect on consumer purchase interest for a product. According to (Shaari & Arifin 2010) halal awareness is the level of knowledge possessed by Muslim consumers to find and consume halal products according to Islamic law. Muslim awareness is marked by knowledge of the process of slaughtering, food packaging, and food hygiene according to Islamic law.

Food ingredients are ingredients used in making a food product (Yunus et al., 2014). Food ingredients are one of the determining factors in predicting how consumers buy an interest in a food product (Johri & Sahasakmontri, 1998). On the other hand, research conducted by (Hussin et al., 2013) related to Muslim consumer's buying interest in halal products shows different things. This study proves that the composition or ingredients contained in the product have a significant negative effect on consumer buying interest. The research above shows inconsistent results that lead to a research gap. Although the number of foods that are forbidden in Islam is very small, with the advancement of scientific and technological developments, nowadays processed food products have emerged with the addition of various additives that are not halal, so that they become syubhat. The process of processing halal products in Islam as regulated in Law Number 33 of 2014.

Advertising is a message of a brand, product, or company that is conveyed to an audience through the media. The choice of media in advertising must be done properly, one of which is through the internet (Paramitadewi, 2009). Research conducted by Yuniyanto&Sirine (2018) The results show that advertising has a significant positive effect on brand recognition, brand recognition has a significant positive effect on buying interest and brand recognition.) Consumers' perceptions of a negative product can turn positive after they see an advertisement for the product. The use of celebrities in advertising can help achieve these goals. Celebrities are believed to be more attractive and evocative than the use of ordinary people in influencing potential consumers(Ishak, 2008)

The desire of buying interest before making a purchase decision can certainly arise to make various kinds of considerations that will be made before the purchase decision occurs (Akhyar, 2019). Meanwhile, according to (Fure, 2013) Purchase interest is related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, dissatisfaction usually eliminates interest.

Kotler & Armstrong (2016) defines purchasing decisions as part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. (Sumarwan, 2012) states that purchasing decisions are how consumers decide which alternative options to choose, and include decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it.

Reporting to the Korea JoongAng Daily, Southeast Asia including Indonesia contributed 35% to the total market of Samyang Noodles in 2018. The viral Samyang challenge has made the Samyang Company achieve the highest export record in 2019 compared to the previous year. Often appearing in dramas and various kinds of variety shows in Korea made Samyang noodles famous and eventually attracted the interest of food broadcasters from various countries for video reviews, challenges, pranks, and experiments. Because of its popularity in Indonesia, making each of the flavors of Samyang products has fans that are almost as big as the original instant noodle products from Indonesia.

Based on the phenomenon of the existing problem, researchers are interested in researching college students in the city of Malang, there are still many students in the city of Malang who do not care about what aspects they consume every day. There are still many students who only care about the good taste of the food they consume without paying attention to the halal label and the food ingredients contained in the food they consume. There is still little halal awareness from students in the city of Malang, based on so many findings in the field, then researchers are interested in examining how the effect of the halal label, halal awareness, food ingredients, advertising, and buying interest on the decision to buy Samyang noodles.

DATA ANALYSIS RESULTS

The data obtained is a description of the characteristics of the current condition of the respondents. A total of 200 respondents have answered questions on the questionnaire distributed via Google Form. The data or answers given by the respondents will be processed into research data. The data obtained from 200 respondents who have filled out the questionnaire of male respondents were 38.0%, while female respondents were 62.0%. The percentage difference shows that the female gender dominates when it comes to making purchasing decisions for halal products, especially Samyang noodle products.

Path analysis in this study is used to determine the direct and indirect effects on the dependent variable. The path analysis coefficient in this study consists of two regression equations, namely the first regression equation, regression of variables (X1), (X2), (X3), (X4) to the Z with the formula $Z = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$. And the second equation, the regression of the variables (X1), (X4), (Z) to the Y with the formula $Y = \beta_5 X_1 + \beta_6 X_4 + \beta_7 Z + \epsilon$.

Dependent variable	Independent Variable	t _{table}	T _{count}	Sig.	Description
Purchase interest	Halal label	1.97227	2.413	0,017	H _a accepted
	Halal awareness	1.97227	3.714	0,000	H _a accepted
	Food ingredients	1.97227	4.752	0.000	H _a accepted
	Advertisement	1.97227	2.068	0.040	H _a accepted

With this equation, the test results are as follows.

1) The Effect of Halal Label (X1) on Purchase Intention (Z)

Based on the results of the analysis, it is known that the buying interest (Z) variable can be explained by the halal label variable (X1) of 0.208 and the probability (Sig.) The halal label (X1) is $0.017 \leq 0.05$ and has a t count \geq t table ($2.413 > 1.97227$), meaning that H_a is accepted and the halal label variable (X1) has a positive and significant effect on purchase intention (Z). Thus the effect of the halal label variable (X1) on purchase intention (Z) has meaning.

2) Effect of halal awareness (X2) on purchase intention (Z)

Based on the results of the analysis, it is known that the purchase intention (Z) variable can be explained by the halal awareness variable (X2) of 0.294 and the probability size (Sig.) For halal awareness (X2) of $0.000 \leq 0.05$ and has t count of \geq t table ($3,714 > 1.97227$), which means that H_a is accepted and the halal awareness variable (X2) has a positive and significant effect on purchase intention (Z). Thus the effect of the variable halal awareness (X2) on purchase intention (Z) has meaning.

3) Effect of food ingredients (X3) on purchase intention (Z)

Based on the results of the analysis, it is known that the purchase intention (Z) variable can be explained by the foodstuff variable (X3) of 0.393 and the probability (Sig.) For foodstuffs (X3) of $0.000 \leq 0.05$ and has t count \geq t table ($4.752 > 1.97227$), which means that H_a is accepted and the foodstuff variable (X3) has a positive and significant effect on purchase intention (Z). Thus the influence of the variable foodstuff (X3) Purchase intention (Z) has meaning.

4) Effect of Advertising (X4) on Purchase Intention (Z)

Based on the analysis, it is known that the buying interest (Z) variable can be explained by the Advertising variable (X4) of 0.148 and the probability (Sig.) For Advertising (X4) is $0.040 \leq 0.05$ and has t_{count} \geq t_{table} ($2.068 > 1.97227$), meaning that H_a is accepted and the advertising variable (X4) has a positive and significant effect on purchase intention (Z). Thus the influence of the advertising variable (X4) on purchase intention (Z) has meaning.

Dependent variable	Independent Variable	t table	t count	Sig.	Description
Buying Decision	Halal label	1.97227	4.377	0.000	H _a accepted
	Advertisement	1.97227	2.963	0.003	H _a accepted
	Purchase interest	1.97227	9.673	0.000	H _a accepted

With this equation, the test results are as follows.

1) The Effect of Halal Label (X1) on Purchasing Decisions (Y)

Based on the results of the analysis, it is known that the Buying Decision variable (Y) can be explained by the halal label variable (X1) of 0.843 and the probability (Sig.) For the halal label (X1) of $0.000 \leq 0.05$ and has a value of t count \geq t table ($4.377 > 1.97227$), which means that H_a is accepted and the halal label variable (X1) has a positive and significant effect on Purchasing Decision (Y). Thus the effect of the halal label variable (X1) on Purchase Decision (Y) has meaning.

2) Effect of Advertising (X4) on Purchasing Decisions (Y)

Based on the analysis, it is known that the Buying Decision variable (Y) can be explained by the Advertising variable (X4) of 0.167 and the probability (Sig.) For Advertising (X4) of $0.003 \leq 0.05$ and has a value of t count \geq t table ($2.963 > 1.97227$), which means that H_a is accepted and the Advertising variable (X4) has a positive and significant effect on Purchasing Decision (Y). Thus the influence of the Advertising variable (X4) on Buying Decisions (Y) has meaning.

3) Effect of Purchase Intention (Z) on Purchasing Decisions (Y)

Based on the analysis, it is known that the Buying Decision (Y) variable can be explained by the Purchasing Interest (Z) variable of 0.536 and the probability (Sig.) For Purchasing Interest (Z) of $0.000 \leq 0.05$ and has a value of t count \geq t table ($9.673 > 1.97227$), which means that H_a is accepted and the Purchase Intention (Z) variable has a positive and significant effect on Purchasing Decision (Y). Thus the influence of the purchase intention (Z) variable on the purchase decision (Y) has meaning.

From the results described above, it will produce an indirect effect between exogenous and endogenous variables. Obtained indirect effect between halal label (X1) on purchasing decisions (Y) of $0.177 \times 0.575 = 0.102$, while the indirect effect between advertising (X4) on purchasing decisions (Y) is $0.140 \times 0.575 = 0.080$. The large coefficient from unidentified variables affects the value of Z (E2) = $\sqrt{("1 - 0.186")}$ = 0.814", while the large coefficient from unidentified variables affects the value of Y (E1) = $\sqrt{("1 - 0.444")}$ = 0.556 ". Here is a table from the results of the path analysis interpretation that the researcher has processed.

DISCUSSION

The results of the analysis on the halal label have a positive and significant relationship to the variable interest in buying Samyang noodles. These results are the same as the research conducted by (Ghadikolaei, 2016) in this study examining the effect of halal signs and symptoms as an independent variable consisting of halal brand names, halal logos, halal symbols, halal labeling, halal certification in influencing the dependent variable, namely buying interest. From Muslim and non-Muslim consumers, the results of this study show that halal signs and symptoms have a significant effect on purchase intention, this finding shows that currently the halal label is not only used as a consideration for Muslim consumers but is also important for non-Muslims in influence the buying interest. In contrast to the research conducted by (Flambayan & Ruswanti, 2017) The results of the study show that the perception of the halal label does not have a significant effect without the moderating variable religiosity, besides that purchase intention is also influenced by the presence of counterfactual thinking which simultaneously affects 73, 8% consumer interest in buying Liang tea products.

The results of the analysis of halal awareness have a positive and significant relationship to the variable interest in buying Samyang noodles. Meanwhile, research conducted by (Abdalla Mohamed Bashir, 2019) Based on the results of research conducted in South Africa, shows that halal awareness has a significant effect on the intention of foreign consumers to buy halal food products. Interestingly, the study found that non-Muslim consumers' halal attitudes and awareness were very high compared to Muslim consumers. Although the research was aimed at consumers of halal food, most of the respondents who participated in this study were non-Muslims and the majority were Christians. (Firmansyah, 2020) The halal awareness variable is stated to be significant with a significance value of $0.013 < 0.05$. With a regression coefficient of 0.408, it shows that the halal awareness variable has a positive and significant effect on purchase intention. This shows that FEBI UIN STS Jambi students are aware of halal products, the awareness of students is very good. Students know that consuming halal food is an important obligation for Muslims, students also consider and understand things related to halal products. So that students with high halal awareness will influence the interest in buying instant noodles.

The results of the analysis of food ingredients have a positive and significant relationship to the purchasing interest variable of Samyang noodles. (Yunus et al., 2014) The study found that the food ingredients contained in the product affect Muslim consumers buying interest in halal products. (Waskito, (2015) The food ingredient variable is stated to be significant with a significance value of 0.011. This means that the composition of the ingredients contained in the product has an important role in buying interest. The regression coefficient of 0.191 indicates that the variable food composition has a positive effect on purchase intention.

The results of the analysis of advertising have a positive and significant relationship to the purchasing interest variable of Samyang noodles. (Kusumasondjaja & Tjiptono, 2019) Food advertisements endorsed by celebrities generate more fun and passion than food advertisements endorse. Food ads that use high levels of visual complexity cues generate more fun and excitement than less complex ads. However, less complicated food commercials using food experts create more fun than celebrities endorse. Pleasure and passion of consumers are significant mediators of the impact of endorser type and visual complexity on consumer purchase intentions. A study was conducted involving 180 undergraduate students from several universities in Surabaya, Indonesia.

The participants have been actively using Instagram for at least one year. (Haase et al., 2018) These findings provide new insights into advertising design that food companies can use to improve the evaluation of consumer products in terms of expected taste, experience and perceived quality, overall attitude, and purchase intention. Study 1 shows no significant difference. All three texts were well received, indicating the relevance of all product benefits - sensory, functional, and symbolic - to food products. In contrast, study 2 identified a significant difference. The data analysis shows that the effectiveness of advertising increases with the complementarity of text and images. In particular, the combination of product images and symbolic text scored the highest for effectiveness.

The results of the analysis on the halal label have a positive and significant relationship to the decision to buy Samyang noodles. This is under research conducted by (Fatmasari et al., 2014) which states that religiosity has a significant effect on food purchasing decisions in Indonesia. In another study conducted by (Muslichah, et al. 2014) states that religiosity does not have a significant effect on purchasing decisions. (Mahendri et al., 2020) Religiosity has a significant effect on purchasing decisions, which indicates that a low level of religiosity affects KFC purchasing decisions. The Islamic religious factor is indeed the main factor for a Muslim to buy halal food, but for a Muslim who has the goodness of the Islamic Doctrine about halal and haram, religion is influential in determining the food that consumers will buy.

The results of the analysis of advertising have a positive and significant relationship to the purchasing decision variable of Samyang noodles. (Jordan, 2016) The findings show that there is a positive effect of advertising, personal selling, sales promotion, and public relations on consumer purchasing decisions. Advertising was found to be the most critical factor in influencing consumer purchasing decisions. The data were collected through a questionnaire to form a representative sample. A total of 440 questionnaires were distributed to consumers of the Umniah Telecommunication Company in the city of Zarqa in Jordan. (Long Yi, 2011) Advertising attitudes have a significant positive effect on purchase intention, advertising attractiveness has a significant positive effect on advertising attitudes, rational advertising attractiveness is more significant than emotional attractiveness, and celebrity spokespersons are more significant than experts. From five universities in northern Taiwan. A total of 450 questionnaires were distributed, 411 effective questionnaires were collected, and the effective response rate was 91%.

The results of the analysis of buying interest have a positive and significant relationship to the purchasing decision variable of Samyang noodles. (Abdalla M. Bashir et al., 2019) This study highlights the factors that influence consumer intentions to buy halal food products. The study sample consisted of 230 non-South African consumers in Cape Town. The findings of this study indicate that there is a significant relationship between awareness and buying decisions. Interestingly, it was found that only the dimension of TPB's attitude had a significant relationship with purchase intention, while subjective norms and perceptions of behavioral control did not show a significant relationship with the consumer intention variable. (Solihin et al., 2020) The results show that purchase intention has a positive and significant effect on purchasing decisions with $t_{\text{count}} \text{ of } 3.209 > t_{\text{table}} \text{ } 1.984$ and a sig value of $0.002 < 0.05$. Customer trust has a positive and significant influence on purchasing decisions with a value of $t_{\text{count}} \text{ } 4.987 > t_{\text{table}} \text{ } 1.984$ and a sig value of $0.000 < 0.05$. This study concludes that the higher the level of customer confidence, the higher the purchase intention and customer purchasing decisions. The higher the buying interest, the higher the purchasing decision.

The results of the analysis on the halal label on the purchase intention of the decision to buy Samyang noodles do not have a positive and significant relationship. (Abu-Hussin et al., 2017) The results show that Muslim consumer awareness of halal food and products has increased. With this background, researchers aim to determine the factors that influence consumer intentions to buy food and halal-certified products. This study uses a survey with a sample of 332 Muslim consumers living in Singapore to determine the preferences of Singaporean Muslims in buying halal food and products. The results of multiple regression analysis show that all TPB variables have a positive and significant effect on the intention to buy halal certified products among Muslim minorities in Singapore. (Soon & Wallace, 2017) According to this study, Muslim and non-Muslim consumers agree on the importance of the slaughtering process, but there are different perceptions of the slaughtering process in halal meat production. This study is useful for those working in food regulation and service in understanding consumer differences and needs, and it contributes to a better understanding of customers in a university setting. As shown in the findings, there is a positive and significant influence on the intention to buy halal-certified products ($\beta = 0.87, p < 0.001$).

The results of the analysis on halal awareness of purchase intention on the decision to buy Samyang noodles do not have a positive and significant relationship. (Muslichah et al., 2019) in a study conducted in Brunei Darussalam using a convenience sampling procedure, 200 questionnaires were distributed to various local higher education institutions with a response rate of 64%. found that among the samples, the level of awareness of halal food was high, and the effect of halal awareness on purchasing decisions was positive and significant. Importantly, they found that religiosity acted as a moderating variable in the relationship between halal awareness and purchasing decisions. (Rachmawati et al., 2020) A total of 500 questionnaires were distributed using the convenience sampling method with an effective rate of 93%. The results show that product knowledge and product involvement have a positive and significant effect on consumer purchasing decision-making. These findings have significant implications that can help producers to develop appropriate strategies for halal label awareness and enhance the decision to buy halal products by consumers in Muslim countries and non-Muslims. So that the branding of halal products can allow businesses to access new markets for non-Muslim consumers both in Muslim and non-Muslim countries, to increase the profitability of producers by selling products at higher prices to provide higher profit margins.

The results of the analysis on foodstuffs on purchase intention on the decision to buy Samyang noodles do not have a positive and significant relationship. (Hayani 2019) The results of the study show that the variables of halal certification and foodstuffs have a significant influence on the decision to purchase food products for housewives in Air Putih, Tampan District, Pekanbaru, both partially and simultaneously. The contribution of the decision variables for Halal Certification and Food ingredients on purchasing decisions was 33.5% and the remaining 66.5% was influenced by other variables which were not used in this study. (Indrawijaya 2012) Bread that is ready for consumption, delicious taste, practical to carry anywhere, and the existence of positive information from one consumer to another makes consumers choose this product. Studying consumer behavior will provide instructions for the development of sweet bread products in the Small Industry in Sarolangun district, product quality and Word of Mouth are some of the elements used to understand buyer behavior through consumer responses.

The results of the analysis of the advertisement on purchase intention on the decision to buy Samyang noodles have no positive and significant relationship. (Maria et al., 2020) The purpose of this study is to analyze the direct effects of social media marketing, word of mouth, and the effectiveness of advertising on brand awareness and its impact on intention to buy, both directly and indirectly. This study states that the sub-structure model 1 shows that social media marketing and advertising effectiveness directly have a positive and significant effect on brand awareness. From sub-structure 2, advertising effectiveness and brand awareness have a direct and significant positive effect on the intention to buy. Finally, social media marketing and advertising effectiveness indirectly have a positive and significant effect on the intention to buy through customer brand awareness. (Mohammed Esmail Al-Ekam et al., 2012) This study investigates the influence of four local brand buying effects in Yemen. The variables studied were trust, advertising, family, and purchase intention. A total of 1000 questionnaires were distributed to school staff representing local respondents in Yemen. The regression parameter estimates showed four significant relationships between trust & actual purchases ($\beta = 0.322$, CR = 4.474, $P < 0.001$); advertising & actual purchases ($\beta = 0.240$ CR = 3.339, $P < 0.001$); purchase intention & actual purchase ($\beta = 0.442$, CR = 7.828, $P < 0.001$); and family & purchase intention ($\beta = 0.537$, CR = 8.735, $P < 0.001$). These findings are discussed in the context of the actual purchase and purchase intentions of local brands in Yemen.

CONCLUSION

In this study, it can be concluded that there is a significant positive effect of the halal label on purchase intention. There is a significant positive effect of halal awareness on purchase intention. There is a significant positive effect of foodstuffs on purchase intention. There is a significant positive effect of advertising on purchase intention. There is a significant positive effect of the halal label on buying decisions. There is a significant positive effect of advertising on buying decisions. There is a significant positive effect on buying interest in buying decisions. Meanwhile, the indirect relationship states that: There is no effect of halal awareness, foodstuffs, and advertisements on purchasing decisions through purchase intention.

SUGGESTION

Based on the above conclusions, suggestions can be put forward which are expected to be of benefit to other parties. The suggestions are as follows:

1. For the Department and Lecturers of Masters in Business and Management Education
From the results of the above research, the awareness of the criteria for the form and halal certification of a product is still high. It is hoped that through the results of this study, S2 students majoring in business and management are more careful and reconsider in consuming food.
2. For Consumers
Producers should consider the four factors that have been examined in this study, namely the halal label, halal awareness, food ingredients and advertisements. Muslims today are not just Muslims but a potential consumer or market for halal food products, by considering the four factors above, consumers will be more confident in buying samyang noodle products.
3. For Further Researchers
For further research, it is necessary to add samples from students, because it is only carried out by students at several universities in the city of Malang, namely State University of Malang, UIN Malang, ITN Malang, Islamic University of Malang, UMM and Brawijaya University.

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